

V-WEAR 1 '94
PROGRAM REVIEW

	PREVIOUS WEEK (4/13/94)		CURRENT WEEK (4/20/94)		CUMULATIVE (4/20/94)	
MAIL RECEIPTS	5,686	100.00%	5,380	100.00%	56,925	100.00%
DM#1	2,689	47.29%	2,430	45.17%	33,989	59.71%
Magazine	788	13.86%	206	3.83%	4,032	7.08%
FSI	606	10.66%	572	10.63%	10,362	18.20%
Carton Insert	533	9.37%	909	16.90%	1,814	3.19%
Bounceback	1,070	18.82%	1,263	23.48%	6,728	11.82%
ORDERS PROCESSED	5,572		4,845		47,122	
% of Mail Receipts Processed	-		-		82.78%	
INELIGIBLE REQUESTS	N/A		1,239		2,277	
% of Mail Receipts	-		-		4.00%	
<i>Estimated Unprocessed Orders</i>	-		-		8,803	
<i>Estimated Unprocessed Item Orders</i>	-		-		22,955	
TOTAL ITEMS ORDERED	11,798	100.00%	10,478	100.00%	110,343	100.00%
Low UPC	6,646	56.33%	5,767	55.04%	61,261	55.52%
Mid UPC	2,743	23.25%	2,446	23.34%	26,527	24.04%
High UPC	2,409	20.42%	2,265	21.62%	22,555	20.44%
TOTAL ITEMS PER ORDER	2.12		2.16		2.34	
Low UPC	1.19		1.19		1.30	
Mid UPC	0.49		0.50		0.56	
High UPC	0.43		0.47		0.48	
TOTAL UPCS REDEEMED	898,395	100.00%	829,235	100.00%	8,442,940	100.00%
Low UPC	247,060	27.50%	214,645	25.88%	2,274,090	26.93%
Mid UPC	184,945	20.59%	165,120	19.91%	1,799,685	21.32%
High UPC	466,390	51.91%	449,470	54.20%	4,369,165	51.75%
TOTAL UPCS PER ORDER	161.23		171.15		179.17	
Low UPC	44.34		44.30		48.26	
Mid UPC	33.19		34.08		38.19	
High UPC	83.70		92.77		92.72	
ITEMS	11,798	100.00%	10,478	100.00%	110,343	100.00%
Low (20-40)						
Tattoo Kit	207	1.75%	192	1.83%	1,903	1.72%
T-Shirt	887	7.52%	741	7.07%	8,260	7.49%
Choker Kit	1,154	9.78%	957	9.13%	11,138	10.09%
Lighter	2,111	17.89%	1,976	18.86%	20,139	18.25%
Sunglasses	2,287	19.38%	1,901	18.14%	19,821	17.96%
Mid (55-80)						
Crepe Scarf	471	3.99%	396	3.78%	3,859	3.50%
Mini-Bag Pouch	1,136	9.63%	1,033	9.86%	11,300	10.24%
Poet's Blouse S/M	550	4.68%	479	4.57%	5,447	4.94%
Poet's Blouse M/L	586	4.97%	538	5.13%	5,921	5.37%
<i>total poet's blouse</i>	1,136	9.63%	1,017	9.71%	11,368	10.30%
High (100-400)						
Long Vest S/M	471	3.99%	421	4.02%	4,519	4.10%
Long Vest M/L	555	4.70%	492	4.70%	5,086	4.61%
Large Sueda Pouch Bag	450	3.81%	454	4.33%	4,263	3.86%
Wristwatch	551	4.67%	503	4.80%	5,076	4.60%
Leather Jacket S	54	0.46%	57	0.54%	490	0.44%
Leather Jacket M	119	1.01%	131	1.25%	1,158	1.05%
Leather Jacket L	209	1.77%	207	1.98%	1,965	1.78%
<i>total long vest</i>	1,026	8.70%	913	8.71%	9,605	8.70%
<i>total leather jacket</i>	382	3.24%	395	3.77%	3,611	3.27%

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